



ROB MORGAN

Energizer
DISC Type : I

Senior CPG insights lead - Waitrose at dunnhumby
United Kingdom

Overview

Rob is an ambitious thought leader with 10 years of experience in retail insights and consulting. Leveraging his background in psychology from the University of Exeter, he helps CPG clients understand customer opportunities. He currently leads a team at dunnhumby focused on data solutions for Waitrose.

Outside of work, Rob is passionate about exploring the world of veganism. He describes himself as approachable and curious, dedicated to finding fresh perspectives in both his professional and personal life.

He applies his first-class degree in psychology to decipher consumer behavior and grow his clients businesses.

Personality Overview

Believer

Relationship Oriented

Full Of Energy

Unlike C or D types, they are vocal with their opinions but not so much with their questions. They are naturally enthusiastic, so take their promise with a pinch of salt. They excel at seeing the bigger picture, and the long-term impact of their decisions.

Topics They Care About

CPG Data Solutions

He has extensive experience growing CPG impact through engagement on innovative data solutions at major retailers like Waitrose and Tesco.

Retail Category Management

His background includes merchandise planning and buying for Tesco, as well as managing categories like BWS, household, grocery, and beauty for CPG clients at dunnhumby.

Consumer Psychology

[Predicted] His first-class degree in psychology likely provides a unique lens for his work in understanding customer data and driving strategic growth for clients.

Vegan Lifestyle

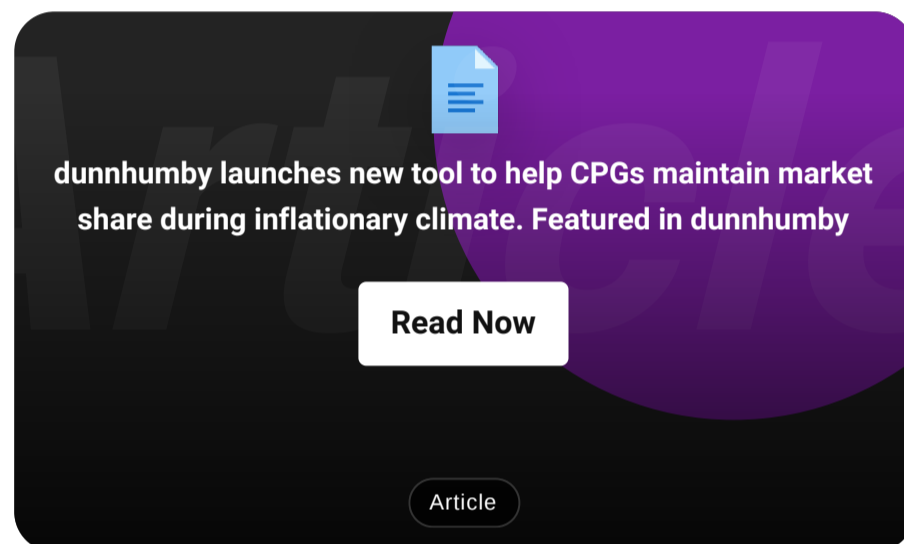
He explicitly mentions that outside of work, he loves exploring the world of veganism, indicating a strong personal interest in this area.

Client Success

A key part of his role involves leading his team's development on customer success for the Waitrose Insights platform, ensuring clients derive maximum value.



Media Appearances



Work History

- 1-2024
Senior CPG insights lead - Waitrose at dunnhumby
- 3-2023 - 2-2024
Senior Sales Manager - BWS at dunnhumby
- 10-2021 - 2-2023
Senior Client Lead - Commercial Insight for household and grocery at dunnhumby
- 3-2019 - 10-2021
Client Lead - Commercial Insight - Healthcare and Beauty at dunnhumby
- 8-2018 - 2-2019
Client lead - Commercial Insight - Grocery and Frozen at dunnhumby

Education

- 2009 - 2012
Bachelor's of science from University of Exeter

More Information

Social Presence :



Prographics :

Exp : **15** Location : **United Kingdom** Job Level : **Mid-senior**

Designation : **Senior CPG insights lead - Waitrose at dunnhumby**

Insights For Selling To Rob

👉 During A Call Or A Meeting

DO's

- Talk anecdotally about the customer experience that your product offers
- Share some stories about how you you have helped people in similar positions succeed
- Be friendly and entertaining in your conversation

DONT's

- Don't assume a yes just because they have not said no
- Don't be excessively objective, be a storyteller
- Don't be too formal, focus on building comfort and trust

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Rob, [user_fname] here at [user_companynamewithfirsttwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Rob, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Rob is

- *Relationship and trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from Rob

- *They are unlikely to say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Rob Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can Rob Take Some Risk Or Not?

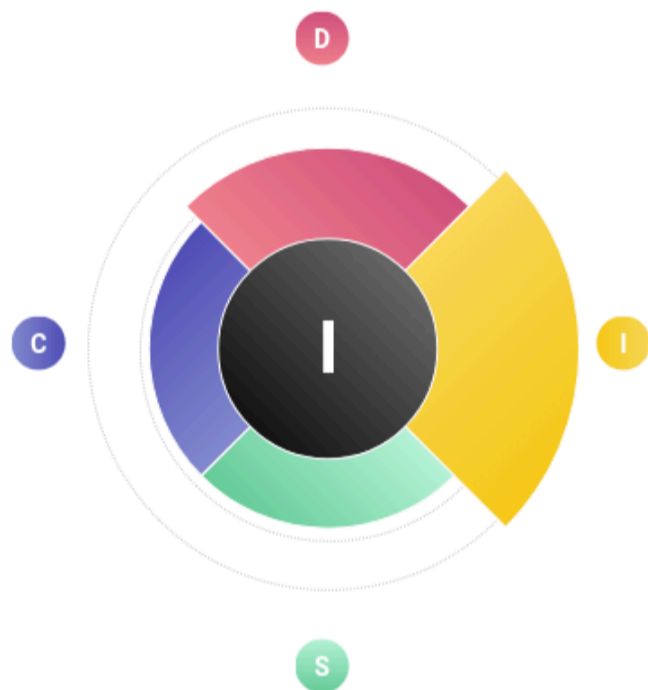
- *They can take certain risks that are unlikely to have personal consequences.*

You And Rob

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Rob's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.